

120 Miles South of Los Angeles

SAN DIEGO

..CALIFORNIA..

THE
HARBOR CITY OF THE
SOUTHWEST~

~ FIRST PORT OF CALL ~

4800 MILES VIA THE CANAL FROM NEW YORK



U S. BATTLESHIP CALIFORNIA ENTERING SAN DIEGO HARBOR.

AN EXPOSITION CITY

OF ALL CITIES
SAN DIEGO
IS THE MOST
BENEFITED BY
PANAMA CANAL

RECOGNIZED
GOVERNMENT
STRATEGICAL POINT

COMPILED BY
SECRETARY SAN DIEGO
CHAMBER OF COMMERCE



ISSUED BY
BOARD OF SUPERVISORS
SAN DIEGO COUNTY

Some General Facts

BANK deposits 1900—\$1,800,000, 1911 \$12,000,000, now \$16,000,000.—10 banks.

BUILDING permits 1900, \$150,000; 1905, \$1,200,000; 1910, \$4,000,000; 1911, \$5,700,000.

Building more per capita than any other city in the United States.

ASSESSED city valuation in 1900, \$12,000,000; now \$45,000,000.

POSTOFFICE receipts, 1900, \$40,000; 1910, \$185,000.

CITY CENSUS 1900, 17,000. Population 1905, 22,500. Federal census 1910, 39,700, now nearly 60,000.

STREET RAILWAYS, 70 miles. Paved streets, 30 miles. City auto boulevards, 45 miles. Cluster lights, on ornamental posts, light four thoroughfares.

Large expenditures being made on our 1400-acre Balboa Park. Will soon rank among the most magnificent parks in the United States.

COST of living same as other western cities. Municipal ownership of water distributing system. Cost of water, 10c per 1000 gallons. Electricity, lighting, 11c per KWH. Power, 2½c to 10c per KWH. Gas, \$1.00 per thousand.

STORES are modern in every respect. Third largest department store in Southern California. Three daily papers. Public Library, 45,000 volumes. Two telephone systems.

U. S. GOVERNMENT departments: Pacific Coast torpedo boat and submarine station. Ft. Rosecrans (U. S. fort at entrance of harbor). Quarantine, coaling and immigration stations. Custom house. Federal Court. U. S. Weather Bureau. Internal revenue, aviation, and forestry departments.

SAN DIEGO county, nature's jewel casket, where are mined many semi-precious stones, as the tourmaline, kunzite, hyacinth and beryl. Port of delivery of the famous onyx mines. Producer of pure olive oil, famous for large olives, raisins, honey, lemons, oranges and apples.



STRATFORD INN,
DELMAR.



PAVILION
CORONADO
TENT CITY.



U.S. GRANT
HOTEL & WILDE FOUNTAIN.



HOTEL DEL CORONADO.

San Diego County

Rail transportation and water produces an ideal and prosperous community in San Diego County.

Your opportunity. The Canal will be completed in 1915. Freight rates will be reduced 50%. Prices of land in San Diego county are lower than other sections of Southern California.

\$1,250,000 is being expended on a county boulevard system.

Valleys are in terraces from sea level to 4,000 feet elevation.

San Diego County produces 20% of the lemons raised in California.

All fruits produced are above standard, with special reference to lemons, oranges, grapes, olives, apples and berries.

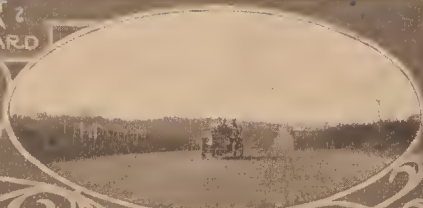
National City, Chula Vista, Sweetwater, Otay and Nestor represent the bay section, and a great lemon-growing district. Abundance of water; good transportation; progressive section.

At Lemon Grove, La Mesa, El Cajon and Lakeside, 8 to 20 miles distant, one can find mesa and valley land 300 to 500 feet elevation. These sections produce citrus, olives, grapes and deciduous fruits and berries. Rail transportation; abundance of water; wonderful development.

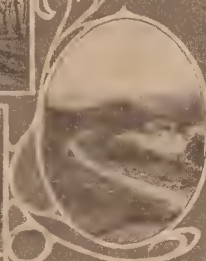
Oceanside, Escondido and Fallbrook, 35 to 60 miles distant, are centers of splendid productive areas. Elevation, sea level to 700 feet. Citrus, grape and deciduous fruits. Best dairying country in Southern California. Rail transportation; abundance of water; bank deposits indicate substantial natural resources.

At Ramona, Alpine, Mesa Grande, Descanso and Julian one can find thousands of acres of the finest deciduous fruit lands in Southern California. Ideal conditions except rail transportation. Julian took first awards or gold medals for apples at St. Louis and Jamestown Expositions. The great growth of the city of San Diego will insure the early construction of a railroad. Surveys have determined easy rail gradients to those sections.

POINT
LOMA
BOULEVARD



SAN LUIS REY
MISSION

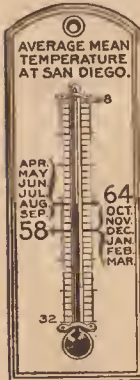


LA JOLLA

Climate, Health, Location



~ TYPICAL ~
SAN DIEGO
~ HOMES. ~



We have no use for either the high or low figures of the thermometer in San Diego.

It is warm in winter and cool in summer.

Least storm wind velocity and highest minimum temperature of any United States Weather Bureau station. No dust storms.

The spring, summer, autumn and winter diseases of the south and east are unknown in San Diego.

From a climatic and scenic viewpoint San Diego is a paradise for the healthseeker and retired capitalist.

San Diego has the most equable climate in the United States. This accounts for the lowest death rate recorded anywhere, as especially observed in the extreme low mortality of infancy and old age.

A city built on slopes, affording perfect drainage. The business district reaches an elevation of 50 feet in the first mile. Then the residence section gradually attains an elevation of 300 feet in the next three miles, affording panoramic views of the Pacific ocean, the harbor, the mountains, and Mexico.

Miles of elegant boulevards affording wonderful views—a 12-mile drive on the crest of Point Loma, four hundred feet elevation, with the Pacific ocean and the harbor and mountains on opposite sides. The 30-mile drive via Coronado, then seven miles down the narrow strand which separates the harbor from the ocean, then to Mexico, returning through the largest lemon groves in California. The 15-mile drive to La Jolla, or 10 miles beyond to picturesque Del Mar, of Torrey Pines fame. Then beyond to Oceanside along the county boulevard system to San Luis Rey Mission (occupied by Franciscan Monks), to Escondido, Ramona, Warners, then among the pines for 20 miles from Julian to Descanso, returning via Campo or via Alpine and Lakeside. Also the 20-mile drive to Lemon Grove, La Mesa, Grossmont, El Cajon and Lakeside. Ideal roads; mountain scenery; maximum grades, 7%.

SWEETWATER
DAM



LAKE SIDE INN



AMONG THE ORANGES AND LEMONS

The Water Supply

Water is conserved in artificial mountain lakes.

San Diego has the best, cheapest and most abundant supply of water in the state.

The average rainfall along the coast is 10 inches. This increases to 40 inches in the mountains.

The storage system for the city, which will be completed in 1912, will be adequate for 250,000 people.

The city water consumption in 1910 was 1,950,000,000 gallons. Capacity of system now being completed is 50,000,000,000 gallons.

Thousands of acres of low-priced land in San Diego county are awaiting the development of water, which in itself will permit a ten-fold increase. Irrigation is producing marvelous results in San Diego county.

San Diego county is probably the most fortunate in the state with reference to storage reservoir sites. Surveys have determined over a dozen ideal locations for dams and holding basins, with capacities varying from 15 to 100 billion gallons.

The run-off of water along one of the mountain streams during an average year, was fifty billion gallons, according to careful measurements determined by Government officials.

Irrigation dams:—Sweetwater has a capacity of eleven billion gallons, San Diego Flume Company, four billion gallons. Escondido Reservoir, one and a half billion gallons. These systems are all capable of immense increased conservation. One system only conserves one-fifteenth of the average flow of water. Additional dams will be constructed. In addition to these is the magnificent system of the Southern California Mountain Water Company, with its chain of reservoirs impounding several billions of gallons, and capable of furnishing water for an immense acreage besides supplying the needs of the City of San Diego.

The local cost of water is \$7 to \$12 per acre per year. Other sections have determined that properly cared for orchards can well afford to pay \$20 per year per acre, and at this price, the conservation of water is a most attractive local investment for capital.

SAN DIEGO PREPARES HER HARBOR FOR THE PANAMA CANAL



Being the first port of call from the Panama Canal, the terminus for the short line route to the Gulf of Mexico, and also for the southern low altitude railroads, suggests that San Diego will be the trans-canal and trans-continental competitive point, and that nature has recorded its victory for rightfully locating the harbor of San Diego.

Showing the Pacific Squadron in San Diego Harbor. This is not only a commercial harbor, but is probably the finest and safest yachting harbor in the world. Being perfectly landlocked, rough waters are unknown. The many motor boats, rowing clubs, sail and steam yachts indicate the interest taken in this amusement.

San Diego is the largest city in the United States with one railroad outlet. The construction of the Panama Canal, an unexcelled harbor, building of competing railroad bringing an inland Empire of 1,000,000 acres of land one hundred miles nearer to the seaboard, are reasons for building here a new Pacific Coast Metropolis.

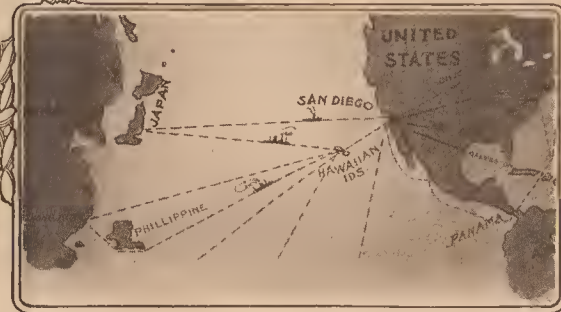


Irrigation systems in the Imperial Valley, Yuma and Phoenix cost twenty million dollars and serve these sections that challenge the world as producers of soil products. The San Diego and Arizona Railway, now building, will be the low grade, short haul trans-Californian railroad to these fields of commerce and a link of the shortest transcontinental railroad. County development which is progressing will produce an immense commerce.



It has natural channel waters, deeper and wider than those of Baltimore, Boston, or Philadelphia, and only excelled by four other American harbors in these respects. When compared with any of the world's great ports, it can be proven conclusively that none possesses better opportunities for facilitating business.

One million dollars has been voted by San Diego to construct the first unit of a modern pier system. San Diego owns its water frontage. Forty 1000-foot concrete piers will be constructed opposite commercial district as commerce demands. Construction of bulkheads as shown will permit reclamation of land. Heavy shaded blocks along the water front represent 1350 acres of land to be reclaimed and owned by the city. Warehouses, factories, and a municipally-owned belt line railway will occupy the reclaimed territory. No port in the world will possess superior facilities. The harbor contains 22 square miles. The illustration represents 60 per cent. of the entire area.





San Diego's Incomparable Harbor

Natural deep water channels, adequate in size to the demands placed upon any of the world's ports, and especially adapted to facilitating the desires of commerce, is a concrete statement of the harbor of San Diego. The expression of "trans-canal", which will soon have preference to that of "transcontinental", is causing San Diego to come into her own. This harbor city will be supplied with the commerce from the greatest irrigation systems in the world. Modern transfer and transportation facilities are being provided which will make San Diego the privileged port of the coast, as determined by its geographical location.

The ability of its shore-line city to attract trade decides the extent of any commercial port. Harbor utilities, capital, freight-producing territories, and transportation facilities are the essential units. San Diego now registers the fact that she is preparing to thus qualify. A threefold increase in population within ten years has builded here a city of 60,000. We announce this and challenge any city in the United States to equal the ratio of our building permits which now yearly exceed \$100.00 per capita; 1910 represents \$4,000,000, and 1911 representing \$5,703,000 in these permits, indicates a population of over 100,000 when the canal gates are open to business. Just then commercial San Diego has its commencement, entering the competitive fields prepared with modern harbor facilities, and a new direct Eastern railroad. All shipping destined to the Southwest will be attracted to this port.

If you believe that the Pacific is going to be the theater of commerce, the canal, the channel for Orient-Atlantic seaboard trade, or that the ports are to be the transfer depots for coast imports and exports by reason of the Panama ditch, or if you even admit that this government investment will be the equalizer of transcontinental freight, you then acknowledge the claim of this harbor that her name will be found among the principal ports of the world. Located 100 miles from the arc of the great circle, the short line canal-Orient route, and as the first port of call, it will be the terminus of the southern low-altitude railroads, and the shortest transcontinental line.

The commerce of the southwest rightfully belongs to the harbor of San Diego. The citrus products of Southern California exceed 40,000 carloads. Census reports determine the center of this industry at only 40 miles greater distance from this harbor than its nearest seaport landing. One hundred thousand acres is credited with this entire production. The

San Diego and Arizona railroad now building, gives us a vantage point by one hundred miles to new fields of commerce. One hundred and thirty miles east of this city is the famous Imperial Valley. Four million dollars have been expended to irrigate 425,000 acres, of which over one-half is now extensively cultivated. Across the Mexican border is another 300,000 acres. Bonded products for exports will be transferred at San Diego. Five million dollars for the construction of an irrigation system is being expended on the government project at Yuma. Read what President Roosevelt had to say about these sections in his message to Congress in 1907: "Seven hundred thousand acres of land as fertile as the Nile valley and is capable of adding to the permanent population of California and Arizona at least 350,000 people and probably 500,000. Much of this land will be worth \$500 to \$1000 per acre or a total of \$350,000,000 to \$700,000,000." To the east is another immense valley with similar condition, which is to be irrigated by a government plant costing \$9,500,000. The Roosevelt dam, now complete, and considered the largest in the world, will conserve water for this land about Phoenix. Cotton markets of the Orient will be supplied from these sections. Vessels bound for the Orient calling at San Diego can discharge local cargo and replace with this freight.

The San Diego and Arizona railroad is being built at a cost of \$10,000,000 to serve these commerce producers. The highest possible standard is being used in its construction. It is the lowest grade and the shortest route of any trans-Californian road. Four miles of water front terminals, allow access to docks and warehouses. It will be a link of the shortest transcontinental railroad. The canal route versus the short rail route to the Gulf of Mexico makes San Diego a great competitive point. The higher altitude and arid country to the north determines Yuma as the southwestern railroad gateway by reason of the series of irrigation systems and lower elevation. The Southern Pacific uses Yuma as its gateway. The Rock Island following the southern border of Arizona is building to a point

200 miles east of this entrance. El Paso is the terminus of another semi-transcontinental line. The Santa Fe railroad now acts as the Southern California distributing line for the American-Hawaiian Steamship Company whose steamers now unload at this port all their Atlantic seaboard freight destined to the southwest.

The confidence in our harbor has been expressed by San Diego people. On November 14th, 1911, 7200 voted "Yes" and 183 "No", a ratio of 40 to 1, in voting \$1,000,000 in bonds to inaugurate construction work on our new pier system. It indicated the realization by our people as to the possibilities of this harbor. Water front property, 500 to 1200 feet in width, for a distance of nine miles, containing 1350 acres, will be reclaimed and owned by the city. Two other incorporated cities own the balance, or 22 miles of water front. The cost of this reclamation is \$9,000,000. Concrete piers 1,000 feet in length will be constructed from the bulkhead. They will be connected with a municipally-owned belt railway, occupying a street for warehouses and factories, all of which will be constructed on this reclaimed land. A continuous bayside avenue will be included in the plan. The opportunity for improvement is equaled by few harbors.

The present harbor channels have never been dredged. Based on low tide figures, they have a depth from 36 to 60 feet, a width of 1500 to 2400 feet for a distance of seven miles. They continue for a distance of five miles with a depth of 15 to 36 feet. The bar now has a low tide depth of 33 feet, but it is estimated that with an appropriation of \$150,000 it can be given the same depth as New York harbor, or 40 feet. When the reclamation is completed four miles of channels will have a width of 6000 feet.

San Diego will provide the modern harbor facilities, the railroad companies the lines of least resistance to the fields of trade. The proffered commerce will be attractive to shipping.

Dispatch is an essential requirement and southwestern imports marked "via San Diego" will reach their destination at the same time the steamer arrives at a neighboring port.



~ FIRST M.E. CHURCH ~



~ FIRST CONGREGATIONAL CHURCH ~



~ STATE NORMAL SCHOOL ~



~ SAN DIEGO HIGH SCHOOL ~



~ TWELFTH ST. HIGH SCHOOL ~



~ PUBLIC LIBRARY ~

Schools, Churches, Hotels

No better school buildings in any western city.

Total value of public school structures, \$650,000.

Number of teachers, 200. Number of students over 7000.

Cost of high school building, \$225,000. Cost of Normal School building, \$200,000. Polytechnic School, \$200,000.

At La Jolla, a suburb, is a young ladies' college. At Pacific Beach, another suburb, is a military college. We have two business colleges. A Catholic school for boys and girls.

San Diego is a church-going city.

Fifty-two churches are represented in San Diego.

Cost of edifices vary from \$5,000 to \$80,000.

The International Theosophical Headquarters.

The famous Hotel del Coronado is world renowned.

\$1,250,000 represents the cost of the U. S. Grant Hotel.

The tourist marvels at the superb accommodations afforded by these hotels. Their superiors are not found on this coast.

Del Mar Hotel and Lakeside Inn, 20 miles distant, are ideal in every respect. Good transportation. Splendid roads.

\$500,000 represents the cost of the smaller modern hotels and apartment houses erected in 1911.

San Diego has reason to be proud of her cafes, and in appointment and services their equals are only found in larger cities.

The tourist has now determined that San Diego has the best summer and winter climate.

The principal hotels in San Diego and vicinity grant to their guests tennis and golf privileges.

Our direct eastern railroad will eliminate 100 miles of desert now traveled by the eastern tourist, and makes San Diego his initial stopping point. The bay region will become the summer homeland for Arizona and New Mexico.

Theaters, Clubs, Roads, Resorts

One theater costing \$175,000, seats 1400. Another being erected at a cost of \$1,000,000, seating capacity of 2000. Finest theater west of Chicago.

A stock company theater costing \$120,000 recently completed. Also one of the largest and most modern moving picture houses in the west. Also high class vaudeville theaters and moving picture houses.

The Y. M. C. A. and Y. W. C. A. have each secured building sites. The first named association is now erecting a splendid structure. All lodges are represented in San Diego. Several have constructed elegant buildings.

Two business men's social clubs; one associated college club; one political club; several golf and country clubs. Two ladies' literary clubs. Each organization occupies a commodious home. Three musical clubs. One of the yacht clubs has quarters costing \$60,000. Also rowing and swimming clubs. Special mention is made of the several eight-oared crews composed of girls.

San Diego county will soon have one of the finest boulevard systems in the country. The construction is under the supervision of one of the best road engineers in the United States. Cost of roads, \$1,250,000. No grade over 7%. 50 miles of ocean-front touring; 40 miles at an elevation of 3000 to 4500 feet. Also miles of speedways along the valleys of lower altitudes. The contour of the country permits an ever-changing scene. Stop at Lakeside, Warner's Hot Springs, Alpine, Descanso, Mesa Grande, Julian, Smith Mountain, and Campo. Good accommodations. Among the pines and oaks.

LOCAL COAST RESORTS—Coronado, La Jolla, Del Mar, Ocean Beach and Imperial Beach, are summer as well as winter resorts. Hotels and cottages—Tent City, Coronado, opened during the summer, palm cottages; excellent band; immense dancing pavilion; children's swimming pool; good bathing beaches, excellent fishing, yachting, tennis and golf.





BUSINESS SECTION AND WATER FRONT OF SAN DIEGO



BALBOA PARK EXPOSITION SITE 1915

Our Exposition



COMMENCING IN JANUARY, 1915, and during the entire year, San Diego will hold an exposition. San Francisco will also hold an exposition. An eastern tourist can visit one or both cities and the cost of the railroad ticket will be the same. Thousands of people will make the initial trip through the canal. The first American port of entry will be San Diego.

This city of the Southwest will indicate by an exposition costing \$3,000,000, the successful completion of the Panama Canal.

Pacific Coast history began at San Diego. Cabrillo arrived in 1542. The Mission Fathers came in 1769. The famous American battleship fleet received its first American welcome at this southwestern harbor.

Then again, in 1915, San Diego will welcome, as the first port of call, the greatest American battleship fleet, a combined international fleet, the largest fleet of transatlantic excursion steamers, by the greatest exposition ever attempted by a city of less than 150,000 people.

Under the careful supervision of Col. D. C. Collier, the Director-General; Cram, Goodhue and Ferguson, of New York, as architects; Olmsted Brothers of Boston, as landscape gardeners, and John Allen, Jr., of Seattle, the Mission City will be reared. Balboa Park, with its 1400 acres, one mile distant from the business center, overlooking the city, the harbor, the ocean, the mountains and Mexico, will be the home of the Panama-California Exposition.

For detailed information write either the Panama-California Exposition or the Chamber of Commerce.



HEADQUARTERS SAN DIEGO
YACHT CLUB



PASSENGER STEAMER "YALE"



PASSENGER STEAMER "TOANOKE"



PASSENGER STEAMER "GOVERNOR"



△ SAN DIEGO YACHT